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## DETERMINANTS OF STATE COMPETITION POLICY IN THE INFORMATION TECHNOLOGY MARKET

*The relevance of this research stems from the information-technology market's strategic role in Ukraine's economy and from the new directions of state competition policy that should foster its development. The analysis puts forward, and confirms, the hypothesis that competition policy in this market must pursue a comprehensive agenda: stimulate efficiency and innovation, guarantee broad access to information and resources, and, mindful of domestic market challenges, strengthen firms' overall competitiveness. The article explores the competition policy in Ukraine's information technology market in the context of the digital transformation of the economy. It identifies the structural and institutional determinants that shape the specific features of competition in the Ukrainian information technology market. The research outlines the structural organization of the market, which largely corresponds to the model of monopolistic competition, and examines its institutional environment. The key institutional determinants influencing the formation of a competitive environment are analyzed, including globalization, European integration, market openness due to the absence of strategic entry barriers, competition advocacy, the development of digital platforms, and the weak protection of intellectual property rights. Based on an assessment of the current state of the IT market, the article substantiates recommendations for improving the state competition policy in Ukraine's IT sector. It emphasizes the*

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## ДЕТЕРМІНАНТИ ДЕРЖАВНОЇ КОНКУРЕНТНОЇ ПОЛІТИКИ НА РИНКУ ІНФОРМАЦІЙНИХ ТЕХНОЛОГІЙ

*Актуальність теми дослідження визначається важливістю ринку інформаційних технологій (РІТ) для вітчизняної економіки та новими векторами державної конкурентної політики, які мають бути спрямовані на стимулювання розвитку ринку. З огляду на проведений аналіз висунуто та підтверджено гіпотезу щодо конкурентної політики на РІТ, яка має зосереджуватись на комплексному завданні: стимулювати ефективність та інновації, забезпечувати доступність інформації та ресурсів і, враховуючи внутрішні проблеми ринку, підвищувати конкурентоспроможність компаній на ринку. Досліджено конкурентну політику на ринку інформаційних технологій України в умовах цифрової трансформації економіки. Виокремлено структурні та інституційні детермінанти, що формують особливості конкуренції на ринку інформаційних технологій в Україні. Визначено особливості структурної організації ринку інформаційних технологій, який тягнє до моделі монополістичної конкуренції, а також його інституційне середовище. Проаналізовано ключові інституційні детермінанти формування конкурентного середовища: глобалізація, євроінтеграція, відкритість ринку внаслідок відсутності значних бар'єрів для входу, адвокатування конкуренції, розвиток цифрових платформ та низький рівень захисту інтелектуальної власності. На основі аналізу сучасного стану ринку обґрунтовано рекомендації щодо вдосконалення державної конкурентної політики на ринку*



*need for a policy oriented toward maintaining innovation dynamics to stimulate efficiency and innovation in economic activity, and to enhance the competitiveness of market participants.*

**Keywords:** information technology market, competitive policy in Ukraine, institutional and structural determinants.

*інформаційних технологій в Україні, орієнтованої на збереження інноваційної динаміки для стимуляції розвитку ефективності та інноваційності ведення господарської діяльності на ринку та забезпечення підсилення конкурентоспроможності учасників на ринку.*

**Ключові слова:** ринок інформаційних технологій, конкурентна політика в Україні, інституційні та структурні детермінанти.

**JEL Classification:** L40, L86, O33, O38, K21, F63.

## Introduction

Global trends towards digitalization and the large-scale impact of information technologies on the global economic system have in recent years created unique challenges for competition policy and law enforcement in all domestic markets, including the information technology market, thereby creating new risks for competition agencies and other government bodies.

After all, the dynamism of economic and technological development indicates the need for increased attention from the state to the development of its own competition policy, which will be able to ensure the competitive development of the information technology market as an important component of the domestic economy. In addition, with the development of the information technology market and the constant innovative improvement of technologies, competition in this market, which is currently characterized as dynamic and unpredictable, has formed its own specifics.

This is due to the fact that there is always a possibility that market participants will offer new products and services in view of the development of information technologies, creating their own know-how, as a result of which all previous developments may become obsolete to meet the rapidly growing needs of consumers. Competition in the information technology market acts as a certain catalyst for innovative and technological progress, encouraging companies to attract and invest in R&D. In addition, many participants, understanding the presence of certain limitations in the methods of competitive struggle in view of the rapid development of technologies, begin to use both price and non-price methods of competitive struggle. And as a result, all this leads to the fact that competition in the information technology market demonstrates features that are somewhat different from those found in traditional sectors of the economy, but at the same time have some in common. In terms of trends and rapid development of information technologies that transform the traditional economy into a digital one, the state must respond quickly and effectively to modern challenges.

The issues of competition policy, as well as state regulation of the development of the information technology market, have been studied by many domestic scientists. It is appropriate to single out the works of Stavytska (Stavytska, 2015; 2017; 2019), which analyzes the functions of state bodies in the implementation of effective market policy, and also emphasizes the feasibility of effective interaction between the state, business

and society for the successful functioning and development of the information technology market. In her research, the author identifies global models of development of national information technology markets and analyzes their distinctive and common features.

The scientist Krylov (2022) considers theoretical and practical problems of information technology market development within the framework of the national economy of Ukraine. In particular, he analyzes the factors of activation of information technology use in Ukraine, trends in the development of the national information technology market and a number of determinants that limit the potential of international competitiveness of business entities in the market.

Ukrainian scientists Lisik and Moryak (2023) study the analysis of the state of the information technology market in conditions of full-scale war and the initiatives of international experience of strategies for stimulating the market during armed conflicts. Separately, the authors emphasize the importance of the development of product companies, startups, and R&D centers.

At the same time, foreign scientists and researchers also pay significant attention to competition policy and competition law. For example, Link and Scott (2001) analyze the impact of the implementation of competition policy on stimulating innovative behavior and technological shifts, including increasing R&D investments in their work. They also reveal the essence of public-private partnerships in the implementation of competition policy in order to improve its effectiveness.

Researchers Hagiu and Wright (2025) note the implications for competition policy of the rapidly growing artificial intelligence market and also analyze the potential for market concentration for such an area, the likely impact of artificial intelligence on existing market structures, and new challenges and risks for competition policy.

Thus, First (2021) examines the digital platforms of large technology companies, which have become the object of close antitrust attention in developed economies, as well as the relationship between competition law, innovation and economic development.

In their work Cowan et al. (2025) analyze current trends in antitrust regulation among giant technology companies and question the current rules that are unable to restrain the growth of market power of large digital platforms.

However, both domestic and foreign studies have limited information on the directions of implementing competition policy specifically in the information technology market in Ukraine, taking into account the priority of market development in the domestic economy in the paradigm of modern challenges.

The aim of the research is to identify the structural and institutional determinants of competition policy in the information technology market in Ukraine, as well as to outline recommendations on potential ways to improve its implementation in the market, taking into account its problems.

The research is based on the hypothesis that competition policy in the information technology market of Ukraine should be transformed from the traditional understanding of competition protection policy into a more comprehensive approach that actively stimulates competition. Its implementation should be aimed not only at preventing anticompetitive behavior and abuse of monopoly power, but also at creating prerequisites for market expansion, increasing the efficiency of business entities and strengthening their competitiveness in the conditions of digital transformation, taking into account the strategic importance of the market in the current realities of the functioning of the Ukrainian economy.

The research used a number of general scientific and special research methods that are interconnected and complementary in accordance with the sequence of the logic of analysis: analysis and synthesis, theoretical generalization, statistical analysis, and comparison.

The structure of the article has two sections: the first is devoted to the identification and analysis of structural and institutional determinants of competition policy in the information technology market in Ukraine; the second one contains proposals and recommendations to increase the effectiveness of implementing competition policy in this market.

### **1. Identification and analysis of structural and institutional determinants of competition policy in the information technology market in Ukraine**

Due to its nature, the information technology market (ITM) in Ukraine is characterized by the concentration of a large number of business entities offering differentiated products – such a structure largely corresponds to the model of monopolistic competition. In the author's opinion, this feature is due to the specifics of the formation of demand and supply for ITM: no single company is able to fully satisfy the existing demand, which is also decentralized and is formed by many market participants. At the same time, this demand is constantly growing under the influence of rapid technological progress.

Under such conditions, effective satisfaction of consumer needs is possible only with a significant number of players who are able to respond promptly to customer requests, without experiencing a shortage of resources that could arise with a smaller number of market participants. An additional factor in market growth is the popularization of this area as a promising area of professional activity. This contributes to an increase in the number of specialists interested in employment in the field of information technology, and at the same time stimulates the creation of new companies or the expansion of the activities of foreign players by opening branches in Ukraine.

Thus, the high concentration of R&D companies in Ukraine creates an environment of "effective" or "efficient" competition (Filyuk, 2009, p. 41),

which ensures active interaction between firms, contributes to increasing overall productivity, and is a driver of economic progress.

*Table 1* presents the total number of companies on R&D in Ukraine in 2023 by region and by total net income.

*Table 1*

Companies in the information technology market in Ukraine, 2023

Region	Number of companies, units	Total net income, UAH billion	Share in the total number of companies, %	Share in the total net income, %
Kyiv	3 115	137.8	52.4	67.1
Kharkiv	509	16.7	8.6	8.1
Lviv	447	21.4	7.5	10.4
Dnipropetrovsk	348	8.6	5.9	4.2
Odesa	233	3.6	3.9	1.7
Zaporizhzhya	140	1	2.3	0.5
Vinnitsia	129	6.9	2.2	3.4
Kyiv	126	1.1	2.1	0.5
Cherkasy	98	1.6	1.7	0.8
Ivano-Frankivsk	97	0.8	1.6	0.4
Poltava	83	1	1.4	0.5
Chernihiv	74	0.6	1.3	0.3
Zhytomyr	65	0.9	1.1	0.4
Khmelnysky	64	0.2	1.1	0.1
Sumy	58	0.2	1	0.1
Mykolaiv	52	0.4	0.9	0.2
Rivne	51	0.4	0.9	0.4
Chernivtsi	48	0.8	0.8	0.4
Ternopil	44	0.6	0.7	0.3
Zakarpattia	44	0.4	0.7	0.2
Volyn	42	0.1	0.7	0.1
Kirovohrad	39	0.3	0.7	0.2
Donetsk	18	0.02	0.3	0
Kherson	17	0.02	0.3	0
Luhansk	3	0.01	0.1	0
TOTAL	5 944	205.4	100	100

*Note:* only companies with net income above 0 are included.

*Source:* compiled by the author based on (YouControl, 2023, 2024).

It should be noted that Kyiv, Kharkiv, and Lviv regions account for 68.5% of companies in the IT sector and 85.6% of their total income. The results obtained indicate a high level of territorial concentration of the industry in these three regions, where the leading technological clusters of Ukraine have been formed.

*Figure 1* presents the largest companies in the information technology market in Ukraine by net income in 2023.

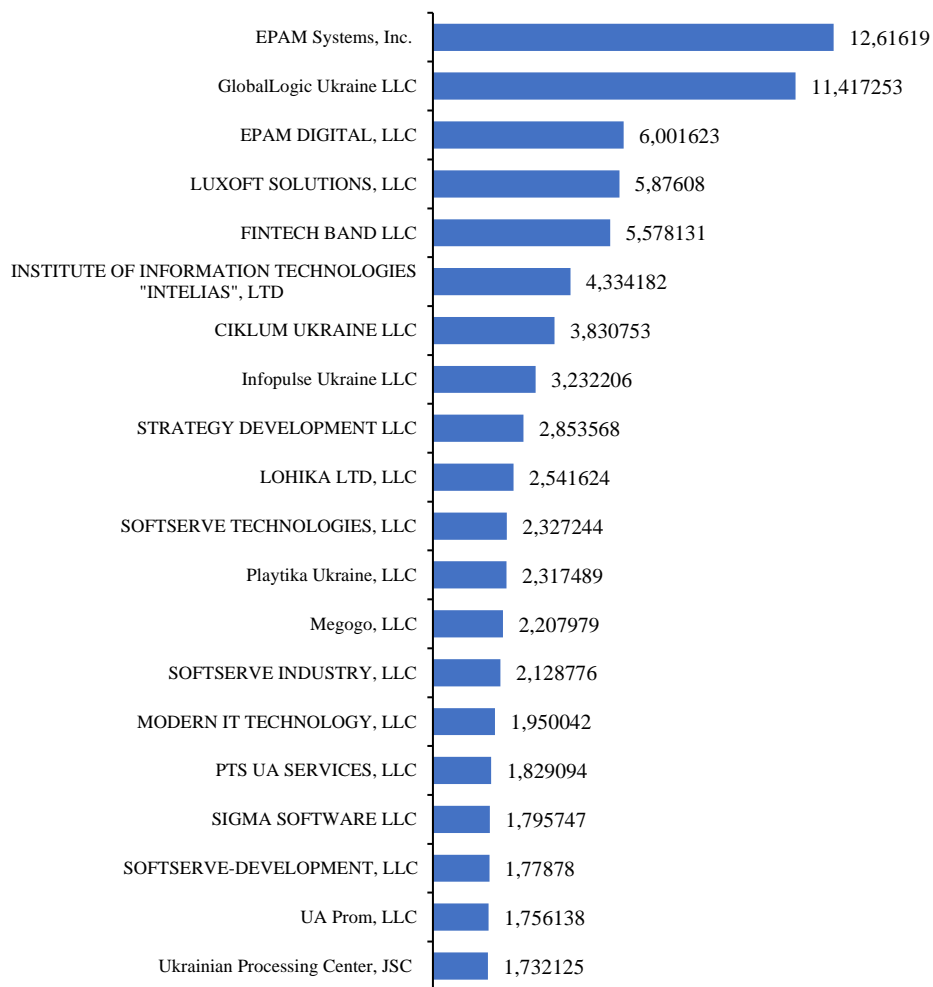


Figure 1. TOP-20 largest companies in the information technology market in Ukraine by net income in 2023, UAH billion

Source: compiled by the author based on (YouControl, 2024).

Despite the fact that the top 20 companies in the information technology market at first glance have high financial results, their combined share in the total net income of all companies in the market or the concentration ratio is only 39.7%, once again indicating that the IT sector is quite highly competitive.

Another characteristic structural determinant of the competition policy in the IT sector is the fact that there are no significant barriers to entry into the market, in particular due to the low need for capital investments compared to traditional sectors of the economy, the availability of qualified personnel, and rapid infrastructural evolution, which thereby creates open access for new players.

However, it is fair to note that the modern information technology market is increasingly characterized by a tendency towards vertical and horizontal integration among large companies, in particular, the merger under



the "one umbrella" of different stages of creation and commercialization of digital products. Large players offer customers comprehensive solutions: from their own R&D laboratories and software development to cloud infrastructure services, technical support and project support at the operational stage. Such integration allows them to control key resources (expert staff, data centers, patent portfolio), which creates an additional small barrier for small outsourcers and startups. As a result, entering highly competitive niches with a full cycle of large-scale project implementation becomes quite a difficult task for new players who do not have the appropriate scale of investment and internal competencies.

On the one hand, the absence of barriers to entry into the market stimulates the development of pure competition, avoiding significant monopolization of the market according to classical economic theory – the "invisible hand" of the market itself regulates competition and development. But, on the other hand, the absence of barriers creates the basis for oversaturation of the market with companies and can lead to such negative consequences as the loss of overall market efficiency, the emergence of additional costs that reduce the competitiveness of business, the development of unfair competition, and in some cases, cannibalization and the creation of oligopolies. In order to prevent the development of such events, anti-monopoly authorities should closely monitor the efficiency of the functioning of the ITM, if necessary, protect firms already operating on the market from potential additional competition, which can only harm the balance of market forces, create favorable opportunities for the strategic behavior of these companies, and also prevent distortion of competition conditions due to the influence of administrative factors (Filyuk, 2009).

Based on the analysis of the concentration of participants in the IT sector and the establishment of the absence of significant barriers to entry, it can be concluded that this domestic market is relatively open and competitive. In view of this, competition policy should focus more on actively stimulating market development and strengthening the competitiveness of economic entities. Such a policy reorientation will contribute not only to the protection of fair and honest competition, but also to the formation of a dynamic and innovation-oriented information technology market in Ukraine.

It is also necessary to pay attention to the fact that competition, as well as the competition policy itself in the IT sector, is determined by a number of institutional determinants, one of the most significant of which is globalization not only in the national information technology market, but also in all other traditional markets (Umantsiv & Shkuropadska, 2022). Technological and information integration and cooperation are modern forms of global cooperation and necessary conditions for the development of both the IT sector itself and the country as a whole. The globalization processes of the world economy significantly affect the formation of the competitive environment in the national IT sector, in particular through the continuous development of information technologies themselves and, accordingly, the emergence of new business models.

Given the openness of the Ukrainian economy, the IT sector in recent years has been experiencing a process of accelerating integration with the global information technology market due to the almost complete orientation of the domestic market on exports. This export orientation of the national R&D is an important factor in its development, as it allows bringing the latest technologies to Ukraine, accelerating innovation and R&D development, attracting foreign financing and stimulating creative competition among market participants, which is based on constant product improvement and innovation. All this in combination significantly accelerates the technological development of the sector, has a positive impact on the culture of corporate governance and, as a result, contributes to increasing the level of competition. Therefore, it can be argued that the globalization processes taking place in the world economy significantly affect the state of competition in the national information technology market.

From the point of view of the globalization institutional determinant, competition policy in this market should contribute to increasing the competitiveness of national companies in R&D by ensuring access to relevant resources, infrastructure and information; ensure the effective functioning of the system of state support for entrepreneurial activity, which in turn will undoubtedly increase the economic development of the market and the country. The most common types of such support for R&D can be the deepening of tax preferences for existing and new companies, subsidies and preferential loans for conducting R&D, access to venture and private investment financing, etc. However, it is worth noting that such assistance should include its effective distribution among market participants, as well as control over the prevention of anti-competitive consequences of its provision.

*Ukraine's European integration* is also an important institutional determinant of economic development and the formation of the entire economic policy of the state in accordance with European standards. Since Ukraine will not be able to simply "copy" the structure, methods of organization and functioning of certain EU institutions into its own national legal, social, economic and regional space (Martynova, 2016, p. 221), the state must adapt its own system to European norms, taking into account the national specifics of the functioning of the economic system, including state institutions and the legislative framework in the field of regulating the competitive environment. In particular, competition legislation can be singled out as a separate element of such an institutional determinant, since it occupies almost the first place among the effective tools of the competition authorities of the EU countries (Vezzoso, 2021; Alexiadis & Bobowiec, 2020). The experience of the European Union is relevant again in the field of regulating digital platform markets. In order to overcome the risks of abuse of monopoly power by economic entities in digital platform markets, it adopted an important document – the Digital Markets Act, the purpose of which is to create equal conditions for the development of innovation and competitiveness through the regulation of large digital platforms.



Another undoubtedly important, albeit tangential, institutional determinant of the formation of effective competition policy in the information technology market in Ukraine are the principles that underlie the implementation of competition policy in digital platform markets. The specifics of competition in digital platform markets and ITM are to some extent similar in terms of the object of state promotion of competition and prevention of monopolistic manifestations (Nikiforov & Poguda, 2023):

- high dynamics of development and speed of change, which are caused by rapid technological change and a constant flow of new technologies;
- tendencies to scale business and, to a lesser extent, increase in concentration, which is manifested in the accelerated growth of the number of consumers and company income, entry into new markets;
- the possibility of competition not only between sellers, but also between buyers;
- the presence of network effects, which are seen in the increase in the volume of sales of goods and services, the impact on pricing processes, business integration and network interaction of market participants, etc. (Gerasymenko & Mazarakis, 2022).

Currently, the specific characteristics of digital platform markets, namely the tendency towards monopolization, determine special requirements for the application of competition support instruments and antitrust regulation. At the same time, digital platforms expand the possibilities of strengthening the competitive positions of business entities, and accordingly, competition policy in these markets should be aimed simultaneously at supporting the development of digital platform markets as a tool for strengthening the competitiveness of the national economy, and at limiting monopolization and protecting competition (Bilyansky & Lypov, 2022, p. 10). In addition, the ambiguity of the prerequisites and consequences of monopolization in digital platform markets adds even more specificity to the regulation of such markets, which requires adaptation and improvement of established concepts and methodologies for ensuring competition in current realities.

*Competition advocacy* is also becoming an increasingly important institutional determinant of competition policy, including in the information technology market. Competition policy, which is based solely on coercive mechanisms by identifying and combating violations of competition law by business entities, is today ineffective and quite costly (Umantsiv & Shkuropadska, 2022, p. 41), which is why competition advocacy mechanisms and tools are being introduced in most developed countries. It strengthens the mechanisms for implementing competition policy in order to increase the institutional capacity of state institutions and maximize the scope of competition policy while involving all stakeholders to significantly increase the economic effect (Shcherbakova et al., 2024) – companies in the market, associations, consumers, state authorities, etc. As an institutional determinant, competition advocacy contributes to the formation and implementation of effective competition policy in the information technology market,

provides an impetus for the further development and protection of competition in the domestic information technology market, while increasing the overall level of competitive culture in society and involving the necessary public institutions in active cooperation, providing information and consultations on antitrust legislation to all interested parties (Umantsiv et al., 2024).

The last but not least important institutional factor in the development of competition policy in the information technology market, which provides the latter with opportunities for its improvement and perfection, is the lack of a transparent and clear legislative framework for the protection of intellectual property rights in Ukraine. Intellectual property is an important component of the innovation process, as it allows companies to protect their ideas and developments from unauthorized use by others. Since intellectual property can contain technical, organizational and other similar information used in business and has the appropriate characteristics, it becomes one of the means of making a profit.

Currently, the intellectual property market in Ukraine remains underdeveloped, which is confirmed by the lack of specific data on its capacity, supply and demand, trading platforms and unhindered "patent migration". Ukraine has an ineffective system of legislation for the protection of intellectual property rights, which leads to domestic companies registering their intellectual property rights abroad. Among the main problems are the lack of adequate mechanisms for detecting intellectual property violations, ineffective tools for protecting intellectual property rights (institutional failures in law enforcement agencies), insufficient judicial protection, and inadequate mechanisms for applying legal liability measures (Lavrenenko et al., 2021, pp. 26–27; Hryhorchuk et al., 2023).

Because of this, companies in the RIT are interested in keeping this information secret, since products and services are homogeneous and / or are direct competitors, and it is the correctly executed registration of intellectual property rights that ensures the stability and competitiveness of such companies in the market. That is why competition policy in the RIT should contribute to the development and implementation of an effective legislative framework in the field of intellectual property rights protection, which will aim to promote pro-competitive actions in the information technology market and reduce the risks of unfair competition from market participants.

## **2. Proposals and recommendations for improving the efficiency of competition policy implementation in the information technology market in Ukraine**

Given current trends and the rapid development of information technologies that transform the traditional economy into a digital one, the state must respond promptly and effectively to the latest challenges. In this context, the stabilization function of the state becomes particularly relevant,

which should be implemented in the form of automatic stabilizers capable of ensuring balanced regulation of economic processes. This requires rethinking existing approaches to the disclosure of economic phenomena and processes and the formation of a new paradigm of state intervention, focused, in particular, on stimulating and supporting the development of the information technology market (Mudla, 2018). Taking into account the new economic realities and opportunities of the digital environment, the state's competition policy should be aimed at forming a competitive ITM, where efficiency, innovation and equal access to the market are priorities. At the same time, it is extremely important to prevent excessive economic concentration. Due to the key role of this market as a driver of economic growth and modernization, the primary task of state policy is to implement an investment and innovation model of development, which involves strengthening the technological potential, increasing the competitiveness of domestic enterprises both in the domestic and foreign markets, as well as actively supporting fair competition (Lagutin, 2016, p. 30). Solving these tasks forms the basis of competition policy in the information technology market, thereby forming its true essence within the framework of the state regulation mechanism. The content of competition policy is more complex for most traditional commodity markets and under the conditions of the priority of the consumer model of economic growth (Lagutin, 2016).

Therefore, competition policy in the field of information technologies should be one of the key components of state regulation, which determines its fundamental role in the architecture of economic policy. It is advisable to define competition policy in the field of information technologies as an integrated part of general economic policy, which, in close interaction with its other areas, not only ensures the effective functioning of the competitive environment through the regulation of fair competition and compliance with antitrust legislation, but also stimulates the increase in the competitiveness of business entities, contributes to economic growth and the expansion of market opportunities. Given the structural determinants, in order to maintain the existing competitive environment, competition policy in the field of information technologies in Ukraine should set itself a global task to maintain at least the current level of competition in the market, ensure equal access to material, financial, labor and information resources and prevent discrimination of individual business entities, constantly strengthen the legislative framework in the field of competition regulation in accordance with the latest trends and world practices.

Due to this state of market competition, competition policy in the information technology market should be aimed at:

- supporting the existing state of competition and preventing cases of creating sustainable market power and, as a result, excessive abuse by certain market entities; however, include the possibility of optimizing the economic structure of the market through the creation of market concentration, if

justified, or the creation of joint ventures, subject to appropriate control and coordination (Mazaraki & Gerasymenko, 2024);

- strengthening the role of competition advocacy in order to influence the economic behavior of market participants: spreading awareness of the benefits of fair competition and the negative consequences in case of its violation;

- ensuring the existing comprehensive access to market information for all market participants, as well as deepening access to available limited resources;

- strengthening the effectiveness and efficiency of the legislative framework for transparency and protection of intellectual property rights, since digital assets are a prerequisite for the competitiveness of many companies in the IT sector; also, it is important to introduce legal mechanics of individualized responsibilities of market players to maintain fair, uniform and transparent functioning of the market (Andriychuk, 2021, p. 31).

- prohibition of the adoption of anti-competitive laws or acts by other state authorities that restrict competition in the information technology market, etc.

Given the specifics of the IT sector in Ukraine in terms of the functioning of a large number of players, effective state aid should be provided to all entities operating in the market without exception. For example, the special legal tax regime Diia-City is a successful state aid recognized by the Antimonopoly Committee of Ukraine in 2021, which is successfully provided to all participants in the information technology market in Ukraine (AMCU, 2021). The system is positioned as a unique economic and tax space for domestic companies in the information technology market, which receive more competitive taxation conditions, flexible employment conditions for employees, and a separate procedure for interaction with state regulators (AMCU, 2022). Such a successful experience of interaction with the national competition regulator has led to an increase in the number of jobs and an increase in the competitiveness of Ukrainian companies in the IT sector, which, in turn, has significantly accelerated the pace of development of both the market in particular and the national economy as a whole. Therefore, the AMCU should actively participate in monitoring and implementing similar state incentive policies.

Effective competition policy in the IT sector, as well as in digital platform markets, should ensure constant updating and creation of a flexible legislative framework to strengthen the mechanism for ensuring pro-competitive actions among market participants. This should include, in particular, the prohibition and restriction of certain practices of unfair competition, which can be imposed in each specific case, if it is considered appropriate. Currently, the Antimonopoly Committee of Ukraine is already analyzing the work of foreign competition agencies in the field of regulating digital platform markets, in particular the approaches and practices that can

be applied. This experience undoubtedly forms the basis for strengthening the mechanisms for implementing competition policy in the information technology market through increased interaction with interested authorities and experts in the information technology market both in Ukraine and abroad, improving the knowledge of the Ukrainian competition agency and institutional approaches to identifying violations and working to prevent anti-competitive actions (AMCU, 2023; Tirole, 2023).

In addition, competition policy in the IT sector, as well as stimulating the strengthening of the protection of economic competition and maintaining it at the proper level, must take into account the trends and rapid development of information technologies that are transforming the traditional economy into a digital one, and therefore must respond quickly to modern challenges – thus contributing to the development of a competitive information market, where efficiency and innovation prevail, thereby strengthening the competitiveness of market participants.

Also, given the aforementioned institutional determinant of the similarity of competition policies in the information technology and digital platform markets, this fact serves as a starting point for adopting certain concepts for rethinking, defining and forming an effective competition policy in the IT sector. Therefore, based on the experience of competitive regulation of digital platform markets, an effective competition policy in the IT sector should be based on:

- creating a competitive environment for the development of national companies in order to strengthen their competitive advantages;
- identifying anti-competitive strategies and determining the harm of such actions to other business entities;
- ensuring a balance of access to data for all market participants;
- modeling and implementing effective tools for determining the cost of errors in assessing threats to competition through mechanisms for assessing alternative approaches to antitrust problems (Bilyansky & Lypov, 2022, p. 11; Budzinski & Stöhr, 2019);
- constantly reviewing approaches and principles for implementing competition policy in accordance with the most modern global practices;
- strengthening the impact of implementing pro-competitive actions through competition advocacy mechanisms.

To protect the interests of Ukrainian companies in the information technology market, the Ukrainian government should demonstrate a strong commitment to protecting the digital assets of businesses, which are often a source of competitive advantage for such companies. A reliable and predictable legal framework can enable companies to plan and confidently invest in R&D (Tareck, 2023; Kusairi et al., 2023), as well as to receive a return on these investments, providing protection from legal uncertainties and allowing them to focus on core business processes.



### Conclusions

The analysis of the structure of the Ukrainian information technology market shows that its organization is close to the model of monopolistic competition. First, a large number of business entities offering differentiated products and services causes a high level of competitive pressure and promotes innovation. And although the 20 largest companies in the market generate significant financial results, their combined share of the total net income of all participants is only 39.7%, which confirms the relative fragmentation of the market. Second, the market is characterized by the absence of significant barriers to entry: minimal capital costs for launching services, wide access to qualified personnel, favorable tax regimes (for example, Diia-City) and developed infrastructure (cloud services, co-working). This ensures the constant emergence of startups and contributes to the dynamic growth of the sector. At the same time, the gradual vertical and horizontal integration of large players – combining R&D, development, hosting and technical support in a single portfolio of services – limits competition in certain market niches with a full implementation cycle and creates indirect barriers for newcomers.

The main institutional determinants that contribute to the formation of modern competition policy in the information technology market in Ukraine are undoubtedly globalization and European integration processes, a weak legislative framework in the field of regulation of intellectual property rights protection, as well as the formation and functioning of competition policy in digital platform markets, which by its nature is somewhat similar to competition policy in the information technology market. Advocacy for competition is also becoming an important institutional element of competition policy, increasing the institutional capacity of state institutions and expanding the sphere of their influence.

A prerequisite for the successful development of the information technology market is fair and honest competition, the provision of which involves strengthening market principles of activity, improving the regulatory and legal framework for their functioning in view of the latest trends and world practices, as well as monitoring the implementation of the requirements of legislation on the protection of economic competition. At the same time, the state's actions should be aimed at creating equal conditions for all entities, promoting the development of effective competition, as well as ensuring support for the economic development of the market, creating a favorable environment for strengthening the competitiveness of companies in the market.

It is important to note that the issue of consistency of the state's competitive, innovative and investment policy in the market is essential for increasing the competitiveness of business entities in the information technology market, which should be a marker of harmonization and interdependence of all types of economic policy, and therefore the intersection of



the goals and interests of relevant state bodies to achieve common interests of economic development. Thus, the competition policy in the market studied should use the tools of a number of other areas of the state's economic policy.

Summarizing the studied material, it can be argued that the competition policy in the information technology market in Ukraine should set itself a set of tasks that should focus more on stimulating the development of efficiency and innovation in conducting economic activities, ensuring comprehensive access to information and resources, thereby ensuring the strengthening of the competitiveness of business entities in general.

Thus, the analysis confirms the hypothesis that competition policy in the information technology market of Ukraine should be involved in more active stimulation of competition in the IT sector, creating the prerequisites for expanding the market, increasing the efficiency of its participants, and strengthening their competitiveness.

In view of this, potential areas of future research include: empirical assessment of the effectiveness of competition policy instruments – measuring the impact of antitrust decisions, tax incentives and state support programs on the productivity, innovative activity and market share of business entities; development of a system of indicators for monitoring the effectiveness of competition policy in the information technology market, which will allow state authorities to promptly adjust regulatory interventions; identification and delineation of mechanisms for harmonizing competition, innovation and investment policies – in particular, it is proposed to investigate the synergy between state support for R&D, tax benefits and antitrust requirements in order to form integrated indicators of efficiency for the market.

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The author received no direct funding for this research.

Rudenko, I. (2025). Determinants of state competition policy in the information technology market. *Scientia fructuosa*, 3(161), 56–73. [https://doi.org/10.31617/1.2025\(161\)04](https://doi.org/10.31617/1.2025(161)04)

*Received by the editorial office 22.04.2025.*

*Accepted for printing 20.05.2025.*

*Published online 11.06.2025.*